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II. E.E.M.A.

AREA I - SCANDINAVIA/FINLAND

DENMARK
FINLAND
ICELAND
NORWAY
SWEDEN

AREA II - EASTERN EUROPE

POLAND
TURKEY
U.S.S.R.

AREA III - MIDDLE EAST SOUTH

BAHRAIN
KUWAIT
OMAN
QATAR
SAUDI ARABIA
UNITED ARAB EMIRATES (ABU DHABI, DUBAI)

AREA IV - MIDDLE EAST WEST

ALGERIA
EGYPT
LEBANON
MOROCCO

AREA V - AFRICA, WEST AFRICA, ZONE I
BENITO (BENIN, NIGER, TOGO)

EAST AND SOUTH AFRICA, ZONE I

DJIBOUTI
ETHIOPIA

ZONE III

SOUTH AFRICAN CUSTOMS UNION (BOTSWANA,
LESOTHO, NAMIBIA, REPUBLIC OF SOUTH
AFRICA, SWAZILAND)

CENTRAL AFRICA

NIGERIA

AREA VI - SWITZERLAND

SWITZERLAND

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DENMARK

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.4	7.4	7.2	7.3	8.0
PER CAPITA OVER 15 YRS	1897	1897	1846	1872	N.A.
COMPANY SHARES					
1) SKANDINAVISK TOB.	98.4	98.7	98.9	98.9	98.9
2) PHILIP MORRIS	0.9	0.8	0.6	0.6	0.6
3) NORDISK TOBAK	0.7	0.5	0.15	0.5	0.5

(DENMARK)			1978	1979	1980	1981	1982
BRAND SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) PRINCE F		STC	42.2	36.9	36.0	35.7	34.6
2) CECIL NF		STC	23.8	22.7	22.0	21.7	21.2
3) LOOK F		STC	7.7	8.3	9.8	10.3	11.1
4) PRINCE LIGHT F		STC	-	5.5	5.2	5.6	6.6
5) LOOK MENTHOL		STC	3.0	3.6	4.2	4.2	4.5
6) KINGS NF		STC	4.6	4.2	4.2	4.3	4.4
7) LOOK LIGHT		STC	1.3	3.0	3.2	3.6	4.3
8) SCOTSMAN BLUE NF		STC	3.5	3.3	3.4	3.4	3.6
9) VIKING NF		STC	2.9	3.0	3.2	2.9	2.6
10) NORTH ST. BLUE NF		STC	1.6	1.5	1.6	1.4	1.3
MARKET SEGMENTATION%							
FILTER			64.7	65.3	65.6	66.3	66.9
NON-FILTER			35.3	34.7	34.4	33.7	34.1
PRICE SEGMENTATION							
HIGH			---	---	---	1.7	1.8
MEDIUM			---	---	---	93.3	92.9
LOW			---	---	---	5.0	5.3
LENGTH SEGMENTATION %							
70 MM AND SHORTER			---	5.2	5.2	5.1	5.3
80 MM TO 85 MM			---	18.4	20.6	21.5	22.2
100 MM			---	76.4	74.2	73.4	72.5

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.6	6.9	7.0	6.6	6.9
PER CAPITA CONSUMPTION	1754	1827	1843	1714	N.A.
COMPANY SHARES					
1) PHILIP MORRIS (AMER-TUPAKKA)	41.6	42.1	44.4	44.8	47.3
2) REITIG-STRENGBERG	25.4	24.5	24.8	24.4	23.7
3) SUOMEN-TUPAKKA (BAT)	24.5	24.9	22.8	23.3	21.8
4) AMER-TUPAKKA	7.4	7.5	7.2	6.6	6.5
5) OTHERS	1.1	1.0	0.8	0.9	0.7

(FINLAND)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS	----	34.6	34.2	32.4	30.7
2) NORTH STATE F		S. -T.	----	21.2	18.0	17.7	16.8
3) COLT LS F		R. -S.	----	13.6	11.3	11.2	10.4
4) MARLBORO LIGHTS		P. MORRIS	----	1.9	4.0	4.7	5.7
5) BELMONT EXTRA MILD		P. MORRIS	----	0.4	1.1	2.6	5.4
6) LIGHT 5		R. -S.	----	1.1	4.5	3.7	4.3
7) BELMONT MULTIFILTER		P. MORRIS	----	1.3	1.6	1.9	2.4
8) FORM SPECIAL		A. -T.	----	2.6	2.8	2.3	2.4
9) MARLBORO MENTHOL		P. MORRIS	----	2.6	2.3	2.3	2.2
10) ARMIRO MILD		R. -S.	----	2.6	2.7	2.5	2.0
MARKET SEGMENTATION%							
FILTER			97.4	97.6	98.1	98.2	98.5
NON-FILTER			2.6	2.4	1.9	1.8	1.5
TAR & NICOTINE SEGMENTATION%							
LOW 0-5 MG			-	1.1	7.4	7.8	9.7
MEDIUM 6-12 MG			14.8	15.2	17.2	19.4	22.8
HIGH/FULL FLAVOR			85.2	83.7	75.4	72.8	67.5
LENGTH SEGMENTATION %							
70 MM AND SHORTER			34.4	33.2	27.8	27.1	24.1
75 MM - 80 MM			63.8	65.1	71.0	71.6	74.8
85 MM			1.8	1.7	1.2	1.3	1.1

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ICELAND

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.37	0.37	0.38	0.40	0.42		
PER CAPITA CONSUMPTION	1682	1610	1650	1740	1826		
COMPANY SHARES							
1) R.J. REYNOLDS	---	69.5	70.1	71.6	72.8		
2) BROWN & WILLIAMSON (B&W)	---	25.9	23.6	20.4	17.3		
3) PHILIP MORRIS	---	3.6	4.7	6.4	8.2		
4) OTHERS	---	1.0	1.6	1.6	1.7		
BRAND SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) WINSTON KS		REYNOLDS	---	32.6	32.6	31.6	31.7
2) WINSTON LIGHTS KS		REYNOLDS	---	9.2	10.9	13.1	14.2
3) CAMEL RS NF		REYNOLDS	---	18.4	16.3	14.6	13.3
4) VICEROY KS		BROWN & WILLIAMSON	---	17.7	15.7	12.9	11.0
5) SALEM LIGHTS KS		REYNOLDS	---	1.6	2.9	4.0	5.2
6) MALRBORO KS		P. MORRIS	---	3.0	3.6	4.3	5.0
7) SALEM KS MENTHOL		REYNOLDS	---	3.6	3.5	3.3	3.3
8) KENT KS		BROWN & WILLIAMSON	---	3.6	3.5	3.3	2.3
9) MARLBORO LIGHTS		P. MORRIS	---	---	0.5	1.2	2.1
10) VICEROY LIGHTS		BROWN & WILLIAMSON	---	1.0	1.6	1.8	1.4
11) OTHERS			---	9.3	8.9	9.9	10.5
MARKET SEGMENTATION %							
FILTER	---	77.6	79.9	83.7	N.A.		
NON-FILTER	---	22.4	20.1	16.3	N.A.		

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.9	2.0	2.2	2.0	1.7
PER CAPITA OVER 15YRS	602	657	713	632	536
COMPANY SHARES					
1) B.A.T.	30.3	31.0	28.5	27.5	27.8
2) SKANDINAVISK TOBACCO CO. (STC)	16.0	16.5	18.4	19.8	21.2
3) PHILIP MORRIS	12.7	14.7	15.9	16.7	16.9
4) TIEDEMANN	19.2	16.7	14.8	13.7	12.2
5) TEI (ROTHMANS)	8.5	9.5	11.2	11.5	11.3
6) REYNOLDS	8.2	6.8	6.6	6.8	6.6
7) LANGAARD	4.8	4.0	3.8	3.2	3.3
8) OTHERS	0.3	0.8	0.8	0.8	0.8

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PRINCE F		STC	---	13.2	13.4	13.6	14.0
2) MARLBORO RED		P. MORRIS	---	11.0	11.7	12.0	12.2
3) PALL MALL F		B.A.T.	---	11.1	9.9	9.0	8.6
4) PALL MALL NF		B.A.T.	---	10.2	9.6	9.0	8.4
5) PRINCE MILD		STC	---	3.3	5.0	6.2	7.2
6) PALL MALL MILD		B.A.T.	---	5.2	5.5	5.6	5.5
7) DUNHILL F		TEI	---	3.8	4.2	4.2	4.2
8) SOUTH STATE NF		TIEDEMANN	---	5.2	4.7	4.5	3.9
9) SOUTH STATE F		TIEDEMANN	---	4.0	3.4	3.8	2.5
10) MERIT		P. MORRIS	---	2.5	2.5	2.5	2.5

(NORWAY)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
11) COOLY		LANGAARD	---	3.6	3.3	2.9	2.5
12) WINSTON		REYNOLDS	---	2.7	2.9	2.8	2.5
13) ROTHMANS KS		TEI	---	2.8	2.5	2.5	2.4
14) PALL MALL EXTRA MILD		B.A.T.	---	1.0	1.5	1.7	2.4
15) SALEM		REYNOLDS	---	3.0	2.5	3.3	2.4
16) TEDDY NF		TIEDEMANN	---	2.6	2.8	2.1	1.9
17) PETTIERE KSF		TIEDEMANN	---	---	1.5	1.5	1.9
18) BENSON & HEDGES		B.A.T.	---	1.3	1.0	1.0	1.3
19) KENT		TIEDEMANN	---	1.0	1.0	1.0	1.1
20) MARLBORO LIGHTS		P. MORRIS	---	0.5	0.7	0.8	0.8
OTHERS			---				
			-	12.0	10.4	10.0	11.8
MARKET SEGMENTATION %							
FILTER			79.4	80.0	81.4	82.7	84.7
NON-FILTER			20.6	20.0	18.6	17.3	15.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION
- B) RADIO
- C) NEWSPAPERS
- D) MAGAZINES
- E) COUPONS
- F) POINT OF SALE
- G) BILLBOARDS
- H) CINEMA
- I) SAMPLING

NO CIGARETTE ADVERTISING PERMITTED.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.7	11.9	11.9	11.5	12.0
PER CAPITA OVER 15YRS	1795	1784	1784	1712	1773
COMPANY SHARES					
1) SWEDISH TOBACCO CO. (STA)	87.3	87.3	87.6	87.7	87.4
2) PHILIP MORRIS	9.4	9.6	9.5	9.5	9.7
3) B.A.T. (INCL. LORILLARD)	2.6	2.4	2.2	2.0	2.0
4) R.J. REYNOLDS	0.4	0.4	0.4	0.5	0.5
5) OTHERS	0.3	0.3	0.3	0.3	0.4

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PRINCE F		STA	24.4	18.3	18.3	18.2	18.5
2) BLEND F		STA	12.1	11.8	12.2	12.7	13.9
3) PRINCE LIGHTS		STA	---	6.9	7.3	8.0	9.1
4) BLEND EXTRA		STA	7.3	7.4	5.5	6.2	5.7
5) JOHN SILVER F		STA	5.2	4.4	4.3	4.4	4.5
6) COMMERCE F		STA	7.5	6.1	6.0	4.7	4.3
7) MARLBORO		P. MORRIS	3.3	4.1	4.3	4.0	4.2
8) GLENN F		STA	6.4	5.6	5.4	5.0	4.2
9) BLEND ULTRA		STA	---	2.5	5.8	5.1	3.9
10) RIGHT F		STA	---	1.7	2.1	3.1	3.6

(SWEDEN)	1978	1979	1980	1981	1982
BRAND SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
11) BLEND MENTHOL	STA	3.9	4.1	4.1	3.6
12) COMMERCE NF	STA	5.0	4.2	4.1	3.9
13) JOHN SILVER REG.	STA	5.1	4.7	4.3	3.9
14) HOBSON F	STA	3.2	2.6	2.5	2.4
15) BOND STREET F	P. MORRIS	3.2	2.7	2.6	2.0
16) BLEND ULTRA MENTHOL	STA	---	---	---	1.4
17) BOND LTN	P. MORRIS	1.2	1.5	1.6	1.5
18) COMMERCE LIGHTS	STA	---	---	0.6	1.4
19) MINDEN MENTHOL	STA	1.3	1.3	1.1	0.9
20) NEW LOOK F	B.A.T.	0.9	0.8	1.0	0.8
OTHERS		10.0	9.3	6.9	6.8
MARKET SEGMENTATION %					
FILTER		87.2	88.9	89.4	90.3
NON-FILTER		12.8	11.1	10.6	9.7
PRICE SEGMENTATION					
HIGH		---	---	---	44.0
LOW		---	---	---	56.0
TAR & NICOTINE SEGMENTATION %					
LOW (0-8)		7.3	9.9	12.3	12.0
MEDIUM (9-14)		18.2	23.4	24.8	26.7
HIGH/FULL FLAVOR (ABOVE 14)		74.5	66.7	62.9	61.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

		1978	1979	1980	1981	1982	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		91.4	93.0	93.4	89.5	92.0	
PER CAPITA CONSUMPTION		2611	2638	2625	2493	N.A.	
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) POPULARNE		LUBLIN FACTORY	----	55.4	53.5	57.0	58.0
2) KLUBOWE F		LUBLIN FACTORY	----	25.3	28.6	24.7	23.7
3) CARMEN F		LUBLIN FACTORY	----	1.7	1.6	3.0	3.0
4) EKSTRA MOCNE F		LUBLIN FACTORY	----	1.7	2.0	3.0	3.0
5) GIEWONT F		LUBLIN FACTORY	----	1.9	1.8	2.9	2.9
6) RADOMSKIE		LUBLIN FACTORY	----	4.0	3.4	1.9	1.9
7) ORIENT		LUBLIN FACTORY	----	1.0	1.0	1.8	1.8
8) CARO F		LUBLIN FACTORY	----	2.4	1.6	1.6	1.6
9) MARLBORO/LIC.		KRAKOW FACTORY	----	2.0	2.0	0.7	0.2
10) ZEFIR F		LUBLIN FACTORY	----	0.7	0.8	0.8	0.8
MARKET SEGMENTATION %							
FILTER		40.9	45.3	47.5	40.0	45.0	
NON-FILTER		59.1	54.7	52.5	60.0	55.0	

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	56.9	67.9	70.4	74.7	78.0
PER CAPITA CONSUMPTION	1320	1536	1567	1611	N.A.
BRAND SHARES %					
BRAND NAME TRADEMARK OWNERSHIP MANUFACTURER					
1) MALTEPE F	---	10.2	14.2	18.8	44.3
2) SAMSUN F	---	51.8	43.8	47.2	27.9
3) BIRINCI NF	---	15.1	17.5	21.1	17.3
4) BAFRA NF	---	16.9	16.8	9.0	7.9
MARKET SEGMENTATION %					
FILTER	59.6	65.7	65.6	69.4	73.8
NON-FILTER	40.4	34.3	34.4	30.6	26.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

ALL CIGARETTE ADVERTISING IS PROHIBITED, EXCEPT IN
FOREIGN LANGUAGE PUBLICATIONS AND IN SOME DUTY
FREE OUTLETS.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.S.R.

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	455	433	435	438	426
PER CAPITA OVER 15YRS	2449	2330	2637	2724	N.A.
MARKET SEGMENTATION %					
FILTER	28	28	32	33	32
NON-FILTER	72	72	68	67	68
LENGTH SEGMENTATION %					
80 MM to 85 MM	---	---	---	---	85.0
100MM	---	---	---	---	15.0
OVER 100 MM	---	---	---	---	

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

- A) TELEVISION
 B) RADIO
 C) NEWSPAPERS
 D) MAGAZINES
 E) COUPONS
 F) POINT OF SALE
 G) BILLBOARDS
 H) CINEMA
 I) SAMPLING

NO ADVERTISING IS PERMITTED.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.6		
PER CAPITA CONSUMPTION	1765	1935	1667	1875	N.A.		
IMPORT SHARES							
1)UNITED KINGDOM IMPORTS	68.4	71.5	70.2	73.4	77.6		
2)PHILIP MORRIS	9.1	9.6	9.3	9.8	9.2		
3)OTHER U.S. IMPORTS	15.8	12.9	12.4	12.4	10.8		
4)OTHER IMPORTS	6.7	6.0	8.1	4.4	2.4		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)ROTHMANS		TEI	23.8	26.2	23.7	19.3	22.4
2)DUNHILL		TEI	17.2	20.3	20.7	20.3	20.6
3)JUBILEE		LAURENS	---	---	2.5	9.7	9.5
4)MARLBORO		P. MORRIS	9.1	8.8	8.7	9.0	8.2
5)PLAYERS GOLD LEAF		B.A.T.	0.2	0.5	1.0	3.0	6.7
6)KENT		BROWN & WILLIAMSON	10.8	9.3	8.0	8.0	6.7
7)SILK CUT		GALLAHER	2.2	3.2	4.3	5.0	5.1
8)555		B.A.T.	11.4	7.8	4.5	5.3	4.7
9)BENSON & HEDGES		B.A.T.	4.9	4.7	4.8	5.8	3.2
10)CRAVEN A		TEI	5.6	4.6	3.5	2.3	2.0
11)WINSTON		R.J. REYNOLDS	1.6	1.9	2.7	2.5	2.0
OTHERS			13.2	12.7	15.6	9.8	8.9
MARKET SEGMENTATION %							
FILTER			99.0	99.0	99.0	99.0	99.0
NON-FILTER			1.0	1.0	1.0	1.0	1.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.17	3.47	3.35	2.73	3.05
PER CAPITA CONSUMPTION	2620	2690	2445	2007	2276
COMPANY SHARES					
1) PHILIP MORRIS	38.5	37.2	37.3	39.2	38.2
2) TEI	33.9	39.5	40.9	39.9	37.8
3) BROWN & WILLIAMSON/LORILLARD	10.7	8.2	6.5	6.5	7.6
4) B.A.T.	6.4	5.8	5.7	4.2	7.5
5) R. J. REYNOLDS	4.5	4.9	4.5	3.7	3.3
6) GALLAHER	1.3	1.2	1.3	1.5	1.7
7) OTHERS	4.7	3.2	3.8	5.0	3.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS	36.3	35.1	35.4	37.1	36.2
2) ROTHMANS		TEI	21.2	26.7	27.7	26.2	24.9
3) CRAVEN A		TEI	9.5	8.8	7.9	6.6	5.8
4) KENT		LORILLARD	10.6	8.2	6.4	6.3	5.6
5) DUNHILL		TEI	3.2	3.6	5.1	6.3	5.0
6) PLAYERS GOLD LEAF		B.A.T.	---	---	---	---	3.5
7) WINSTON		R.J. REYNOLDS	4.5	4.4	4.0	3.5	2.8
8) VICEROY		BROWN & WILLIAMSON	---	---	0.1	0.2	1.8
9) DU MAURIER		B.A.T.	3.8	3.7	3.0	2.1	1.8
10) SILK CUT		GALLAHER	1.3	1.2	1.3	1.5	1.6
11) L&M		P. MORRIS	1.7	1.4	1.4	1.5	1.5
12) 555		B.A.T.	1.8	1.2	1.2	1.1	1.4
13) BENSON & HEDGES		B.A.T.	0.8	0.5	0.7	0.8	0.8
OTHERS			5.3	5.2	5.8	6.8	7.3

MARKET SEGMENTATION %

FILTER	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.9	0.9	1.0	1.1	1.2
PER CAPITA CONSUMPTION	1071	1047	1124	1196	N.A.
IMPORT SHARES					
1) PHILIP MORRIS	5.9	9.0	6.6	7.2	5.7
2) OTHER U.S. IMPORTS	10.3	7.0	7.2	4.8	3.9
3) UNITED KINGDOM IMPORTS	77.6	72.0	74.0	69.6	75.8
4) OTHERS	6.2	12.0	12.2	18.4	14.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) ROTHMANS			TEI	40.5	40.8	42.0	34.4	32.0
2) PLAYERS GOLD LEAF			B.A.T.	8.4	12.1	15.6	18.5	21.5
3) DUNHILL			TEI	---	0.8	1.9	5.9	6.5
4) WILLS			ITC/B.A.T.	---	---	4.6	6.2	6.3
5) STATE EXPRESS			B.A.T.	13.5	6.8	5.9	4.6	5.9
6) MARLBORO			P. MORRIS	5.9	9.0	6.6	7.2	5.6
7) BENSON & HEDGES			B.A.T.	2.2	2.1	2.3	2.0	2.9
8) KENT			BROWN & WILLIAMSON	4.5	4.0	3.4	2.9	2.0
9) WINSTON			REYNOLDS	3.4	2.0	1.7	1.6	1.1
10) CRAVEN A			TEI	10.1	6.3	2.8	1.4	1.1
11) SILK CUT			GALLAHER	---	---	0.5	1.1	1.1
12) CAPSTAN			PAKT/B.A.T.	---	---	0.9	2.1	1.0
OTHERS				11.5	16.1	11.8	12.1	13.0

MARKET SEGMENTATION %

FILTER	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	8.5	9.7	11.4	12.3	13.0
PER CAPITA CONSUMPTION	1,029	1,127	1,272	1,320	N.A.
COMPANY SHARES					
1) TEI	52.1	51.9	47.3	43.9	43.8
2) PHILIP MORRIS	23.9	23.8	27.0	27.7	29.1
3) B.A.T.	8.6	9.5	10.0	11.4	9.5
4) BROWN & WILLIAMSON/LORILLARD	10.1	9.9	8.8	6.8	4.8
5) ST. PAULS	---	---	0.2	3.2	4.4
6) R.J. REYNOLDS	4.0	3.9	3.5	4.5	4.0
7) GALLAHER	---	0.4	0.4	0.5	0.6
8) LAURENS	---	---	2.2	1.6	0.2
9) OTHERS	1.3	0.6	0.6	0.4	3.6

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(SAUDI ARABIA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) ROTHMANS KS/INT		TEI	39.4	37.9	34.2	32.7	33.9
2) MARLBORO		P. MORRIS	23.2	23.4	26.5	26.9	27.3
3) PLAYERS GOLD LEAF		B.A.T.	3.9	3.7	3.6	5.1	5.1
4) LONDON		ST. PAULS	---	---	0.2	3.2	4.4
5) KENT		LORILLARD	10.1	9.2	8.1	6.0	4.2
6) CRAVEN A		TEI	9.6	8.1	6.6	4.9	3.7
7) DUNHILL KS/INT.		TEI	3.1	4.2	5.0	4.5	3.5
8) BENSON & HEDGES		B.A.T.	2.7	3.0	3.7	4.8	2.9
9) WINSTON		REYNOLDS	4.0	3.6	3.1	3.0	2.7
10) 555		B.A.T.	1.9	0.9	1.0	1.0	1.2
11) MERIT		P. MORRIS	0.1	0.3	0.5	0.7	1.1
12) JUBILEE		LAURENS	---	---	2.2	1.6	0.2
OTHERS			2.0	5.7	5.3	5.6	9.8

MARKET SEGMENTATION %

FILTER	99.0	99.0	99.0	99.0	99.0
NON FILTER	1.0	1.0	1.0	1.0	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	---	---	2.8	2.9	3.0
PER CAPITA CONSUMPTION	---	---	3,795	3,789	N.A.
COMPANY SHARES					
1) PHILIP MORRIS	---	---	11.2	10.3	10.7
2) BROWN & WILLIAMSON/LORILLARD	---	---	4.3	3.2	3.2
3) R.J. REYNOLDS	---	---	2.4	2.7	2.5
4) OTHER U.S.	---	---	0.7	0.5	0.8
5) TEI	---	---	48.2	46.0	44.4
6) B.A.T. (EXCL. ITC/BAT & PAKT/BAT)	---	---	16.2	20.1	25.1
7) LAURENS	---	---	1.3	2.9	0.9
8) GALLAHER	---	---	2.1	2.4	2.5
9) OTHER U.K.	---	---	0.3	0.6	0.6
10) OTHERS	---	---	13.3	11.3	9.3

(UNITED ARAB EMIRATES)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) ROTHMANS		TEI	---	---	33.8	31.7	28.2
2) PLAYERS GOLD LEAF		B.A.T.	---	---	8.7	9.5	13.2
3) DUNHILL		TEI	---	---	12.7	12.3	12.4
4) MARLBORO		P. MORRIS	---	---	10.9	9.9	10.3
5) BENSON & HEDGES		B.A.T.	---	---	4.5	5.7	5.8
6) STATE EXPRESS 555		B.A.T.	---	---	3.0	4.9	5.7
7) KENT		LORILLARD	---	---	4.3	3.2	2.9
8) SILK CUT		GALLAHER	---	---	2.1	2.3	2.4
9) WILLS		ITC/BAT	---	---	2.2	2.6	2.4
10) WINSTON		R.J. REYNOLDS	---	---	2.4	2.7	2.3
11) CRAVEN A		TEI	---	---	1.7	2.0	1.9
12) CAPSTAN		PAKT/BAT	---	---	1.9	2.5	1.7

MARKET SEGMENTATION %

FILTER	---	---	99.0	99.0	99.0
NON-FILTER	---	---	1.0	1.0	1.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.5	12.5	13.5	14.5	15.5
PER CAPITA CONSUMPTION	654	687	723	740	767
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1)AFRAS F		SNTA	----	32.5	32.5
2)HOGGAR 25G		SNTA	----	27.6	28.6
3)SAFY F		SNTA	----	20.2	19.2
4)ILHEM 25G		SNTA	----	9.2	10.2
5)OTHERS			----	10.5	9.5
TOBACCO TYPE SEGMENTATION %					
LOCAL BLOND			----	38.5	41.5
LOCAL BLACK			----	55.8	53.5
AMERICAN/VIRGINIA			----	3.6	3.0
OTHERS			----	2.1	2.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	30.6	32.1	33.8	36.4	38.1
PER CAPITA CONSUMPTION	769	783	801	837	866
COMPANY SHARES					
1) EASTERN		72.6	73.7	73.6	72.1
2) EL NASR	92.3	20.7	20.5	20.4	20.0
3) TEI	2.8	3.0	2.9	2.6	3.3
4) PHILIP MORRIS	1.8	1.9	1.7	2.3	3.2
5) BROWN & WILLIAMSON	1.1	0.8	0.8	0.7	1.0
6) B.A.T.	0.8	0.5	0.3	0.3	0.3
7) OTHERS	1.2	0.5	0.1	0.1	0.1

(EGYPT)	1978	1979	1980	1981	1982		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CLEOPATRA		EASTERN	---	64.8	65.0	66.0	67.0
2) NEFERTITI		EL NASR	---	9.3	10.4	11.0	12.0
3) FLORIDA		EL NASR	---	7.5	7.1	7.0	6.8
4) MARLBORO		P. MORRIS	---	1.9	1.6	2.2	3.0
5) BELMONT		EASTERN	---	3.0	3.0	3.0	2.7
6) ROTHMANS		TEI	---	2.8	2.4	2.1	2.6
7) KENT		BROWN & WILLIAMSON	---	0.8	0.8	0.7	1.0
MARKET SEGMENTATION %							
FILTER	96.3	97.2	98.1	99.1	99.2		
NON-FILTER	3.7	2.8	1.9	0.9	0.8		
TAR & NICOTINE SEGMENTATION %							
LOW	---	---	0.1	0.3	0.4		
HIGH/FULL FLAVOR	100.0	100.0	99.9	99.7	99.6		

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: LEBANON

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (Billions)	4.6	5.1	5.2	5.3	5.4
PER CAPITA CONSUMPTION	1710	1917	1955	1970	1740
COMPANY SHARES					
1) PHILIP MORRIS	68.0	67.0	67.0	66.0	66.0
2) REYNOLDS	10.0	12.0	13.0	13.0	15.0
3) B&W	9.0	10.0	10.0	10.0	8.0
4) OTHER IMPORTED	10.0	8.0	7.0	6.0	6.0
5) LOCAL	3.0	3.0	3.0	5.0	5.0

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	68.0	65.0	64.0	64.0	64.0
2) WINSTON KS		R.J.REYNOLDS	10.0	12.0	13.0	13.0	15.0
3) KENT 100'S		B&W .	9.0	10.0	10.0	10.0	8.0
4) CEDARS		REGIE DE TABACS	2.0	1.0	2.0	4.0	4.0
5) ROTHMANS		ROTHMANS	5.0	4.0	3.0	3.0	3.0
6) MERIT		PHILIP MORRIS	---	2.0	3.0	2.0	2.0

(LEBANON)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%	98.0	98.0	99.0	99.0	99.0
FILTER	2.0	2.0	1.0	1.0	1.0
NON-FILTER					
TAR & NICOTINE SEGMENTATION%					
LOW	---	2.0	5.0	7.0	7.0
HIGH/FULL FLAVOR	100.0	98.0	95.0	93.0	93.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	---	---	---	---	---
C) NEWSPAPERS	---	---	---	---	---
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.2	11.7	12.2	12.2	12.1
PER CAPITA CONSUMPTION	592	601	608	591	N.A.
COMPANY SHARES OF TOTAL MARKET					
1) REGIE DES TABACS	----	92.6	91.4	88.8	91.8
2) PHILIP MORRIS	----	4.4	4.8	5.9	3.5
3) R.J. REYNOLDS	----	1.1	2.0	3.6	3.3
4) BROWN & WILLIAMSON	----	0.7	0.7	0.8	0.5
5) OTHERS	----	1.2	1.1	0.9	0.9
COMPANY SHARES OF TOTAL IMPORTS					
1) PHILIP MORRIS	----	59.2	55.7	52.3	42.9
2) R.J. REYNOLDS	----	14.7	24.1	32.6	40.3
3) BROWN & WILLIAMSON	----	10.2	8.5	7.0	6.7
4) OTHERS	----	15.9	11.7	8.1	10.1

(MOROCCO)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES OF IMPORTS

TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS	---	57.5	54.5	50.4	42.2
2) WINSTON		R.J. REYNOLDS	---	6.6	11.2	20.0	36.7
3) KENT		BROWN & WILLIAMSON	---	10.2	8.0	7.0	5.7
4) CAMEL		R.J. REYNOLDS	---	6.5	12.1	11.6	3.5
5) L&M		P. MORRIS	---	1.7	1.2	0.7	0.7

MARKET SEGMENTATION %

FILTER	46.1	46.3	46.5	48.1	53.3
NON-FILTER	53.9	53.7	53.5	51.9	46.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	---	---	---	---	---
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BENITO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.6	3.5	5.0	8.0	10.0
PER CAPITA CONSUMPTION	148	319	440	683	N.A.

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES		B.A.T.	---	---	---	60.0	57.0
2) ST. MORITZ		TEI	---	---	---	17.0	33.0
3) ROTHMANS KS		TEI	---	---	---	10.0	---
4) MARLBORO		PM	---	---	---	8.0	8.0
5) OTHERS			---	---	---	5.0	2.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DJI BOUTI

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.3	0.3	0.3	0.3	0.3
PER CAPITA CONSUMPTION	1154	1071	968	882	N.A.
COMPANY SHARES					
1) TEI	---	68.2	58.0	61.2	60.5
2) SEITA	---	15.0	13.4	13.1	12.0
3) PHILIP MORRIS	---	---	9.3	10.0	10.7
4) LAURENS	---	---	---	5.5	6.5
5) BAT	---	6.0	5.7	4.9	5.0
6) R. J. REYNOLDS	---	1.9	0.3	0.9	N.A.
7) B & W	---	0.3	0.3	0.3	N.A.
8) OTHERS	---	8.6	13.0	4.1	N.A.

(DJI BOUTI)		1978	1979	1980	1981	1982
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) CRAVEN A		TEI	59.6	54.1	55.0	42.0
2) MARLBORO		P. MORRIS	---	9.2	9.8	9.8
3) PETER STUYVESANT		TEI	---	---	---	9.0
4) JUBILEE		LAURENS	---	---	5.5	6.5
5) GITANES/GAULOISES		SEITA	15.0	13.4	13.1	6.0
6) BLACK CAT		TEI	---	---	---	6.0
7) FINE KS		SEITA	---	---	0.9	6.0
8) BENSON & HEDGES		B.A.T.	6.0	5.7	4.9	5.0
9) ROTHMANS		TEI	6.0	2.9	3.1	3.5
10) OTHERS			13.4	14.7	7.7	6.2
MARKET SEGMENTATION%						
FILTER			---	100.0	100.0	100.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ETHIOPIA

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.4	1.7	1.8	2.0	2.2		
PER CAPITA CONSUMPTION 15 YRS AND OVER	47	56	58	62	67		
COMPANY SHARES							
1)NIMC	81.9	83.0	81.7	81.3	84.7		
2)R.J. REYNOLDS	11.6	8.7	9.1	9.4	8.4		
3)TEI (ROTHMANS)	2.6	5.8	6.2	5.6	5.5		
4)BROWN & WILLIAMSON (B.A.T.)	2.5	1.9	1.7	2.2	1.1		
5)PHILIP MORRIS	1.4	0.6	1.0	0.9	0.3		
6)B.A.T.	----	----	0.3	0.6	----		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
	OWNERSHIP	MANUFACTURER					
1)NYALA		NIMC	38.7	42.1	38.4	39.9	40.5
2)GISILLA NF		NIMC	35.5	33.9	32.5	34.1	36.0
3)WINSTON		REYNOLDS	11.6	8.4	9.1	9.4	8.4
4)ROTHMANS		TEI	2.6	5.6	6.0	5.4	5.5
5)GUREZA		NIMC	7.7	7.0	6.0	4.1	7.7
6)IDEAL		NIMC	----	----	4.2	3.1	
7)KENT		BROWN & WILLIAMSON	2.5	1.9	1.5	2.1	1.1
8)MARLBORO		P. MORRIS	0.7	0.6	1.0	0.9	0.3
9)OTHERS			0.7	0.5	1.3	1.0	0.5

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SOUTH AFRICAN CUSTOMS UNION
(REP. OF SOUTH AFRICA, LESOTHO, NAMIBIA
BOTSWANA, SWAZILAND)

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	24.8	25.6	28.5	30.6	32.2
POPULATION TOTAL (MILLIONS)	795	798	864	902	N.A.
COMPANY SHARES					
1) REMBRANDT (ROTHMANS)	79.0	80.0	81.0	84.0	84.0
2) UNITED TOBACCO CO. (B.A.T.)	20.0	19.0	18.0	15.0	14.0
3) IMPORTS	1.0	1.0	1.0	1.0	2.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) LEXINGTON			REMBRANDT	21.0	22.6	N.A.	20.0	17.0
2) ROTHMANS			REMBRANDT	16.2	16.3	N.A.	15.0	13.0
3) PETER STUYVESANT			REMBRANDT	7.9	8.1	N.A.	8.5	10.0
4) CHESTERFIELD			REMBRANDT (LIC..)	3.0	4.2	5.6	7.4	7.8
5) GUNSTON			REMBRANDT	5.7	5.9	N.A.	6.0	5.4
6) VAN RIJN F			REMBRANDT	6.3	5.9	N.A.	5.0	N.A.
7) GOLD DOLLAR F			U.T.C.	4.8	3.9	N.A.	3.5	N.A.
8) DUNHILL			REMBRANDT	3.5	3.0	N.A.	2.5	N.A.
9) BENSON & HEDGES			U.T.C.	3.2	2.7	N.A.	2.5	N.A.
10) PAUL REVERS			REMBRANDT	1.4	1.5	N.A.	2.4	N.A.
11) OTHERS				27.0	25.9	N.A.	27.2	N.A.

(SOUTH AFRICAN CUSTOMS UNION)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER	95.0	96.0	96.0	96.0	97.0
NON-FILTER	5.0	4.0	4.0	4.0	3.0
TAR & NICOTINE SEGMENTATION %					
LOW	---	11.0	11.0	12.0	13.0
HIGH/FULL FLAVOR	100.0	89.0	89.0	88.0	87.0
TOBACCO TYPE SEGMENTATION %					
BLENDED	45.2	45.0	45.5	46.0	N.A.
VIRGINIA	54.8	55.0	54.5	54.0	N.A.
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	---	---	4.0	3.7
20 CIGTS/PACK	---	---	---	77.0	76.1
30 CIGTS/PACK	---	---	---	19.0	20.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	---	---	---	---	---
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE ---	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	---	---	---

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.8	11.3	11.0	9.9	8.5
PER CAPITA CONSUMPTION	163	151	143	124	N.A.
COMPANY SHARES					
1) NIGERIA TOBACCO COMPANY (B.A.T.)	---	82.9	83.1	83.9	84.2
2) PHILIP MORRIS NIGERIA (PMN)	---	17.1	16.9	16.1	15.8

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) THREE RINGS F		NTC	---	21.9	22.2	22.6	27.5
2) LINK FILTER		PMN	---	9.2	9.8	9.4	9.7
3) HIGH SOCIETY F		NTC	---	6.1	7.3	9.3	9.4
4) WILL'S MARS F		NTC	---	8.4	8.5	8.1	9.4
5) PLAYER'S GOLD LEAF BOX		NTC	---	18.4	15.5	10.1	8.8
6) SWEET MENTHOL BOX		NTC	---	9.2	9.8	9.6	7.2
7) BENSON & HEDGES		NTC	---	5.9	6.2	8.9	7.0
8) SWEET MENTHOL SOFT		NTC	---	6.9	6.2	7.3	7.0
9) THREE RINGS PLAIN		NTC	---	4.1	3.9	4.9	5.1
10) GREEN SPOT		PMN	---	2.3	2.8	2.4	2.6
11) TARGET F		PMN	---	4.1	3.0	2.8	2.3
12) OTHERS			---	3.5	4.8	4.6	4.0

(NIGERIA)

MARKET SEGMENTATION %

FILTER	92.0	94.0	95.0	95.0	95.0
NON-FILTER	8.0	6.0	5.0	5.0	5.0

PRICE SEGMENTATION

PREMIUM (\$.90)	---	6.7	7.0	9.9	8.0
HIGH (\$.60)	---	18.7	15.8	10.3	9.6
MEDIUM (\$.53-\$.57)	---	21.4	21.6	22.3	19.1
LOW (\$.38)	---	53.2	55.6	57.5	63.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.3	15.0	15.4	15.7	16.0
POPULATION OVER 15 YR OF AGE (MILLIONS)	3,019	2,960	3,025	3,096	N.A.

COMPANY SHARES

1) PHILIP MORRIS	30.3	31.3	32.5	34.3	34.7
2) BURRUS	28.5	29.2	28.2	27.3	26.3
3) B.A.T.	19.1	18.5	18.3	18.0	18.6
4) RINSOZ & ORMOND	10.2	9.6	8.9	8.3	7.6
5) LAURENS	7.1	6.8	6.9	6.7	6.5
6) REYNOLDS	2.2	2.4	2.9	3.4	4.1
7) REETSMA	2.1	1.8	2.0	1.7	1.8
8) IMPERIAL	0.5	0.4	0.3	0.3	0.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		P. MORRIS (FTR)	10.7	11.3	12.8	14.2	14.6
2) SELECT		BURRUS	13.1	14.0	13.7	13.7	13.2
3) PARISIENNE		BURRUS	12.5	12.3	12.0	11.4	11.2
4) MARYLONG		B.A.T.	9.9	9.8	9.6	9.6	9.4
5) MURATTI		P. MORRIS (FTR)	7.1	7.6	7.9	8.2	8.8
6) BRUNETTE		P. MORRIS (FTR)	8.5	8.5	8.2	8.6	8.0
7) GAULOISES		R & O	8.5	7.9	7.2	6.8	6.3
8) MAROCAINE		B.A.T.	3.7	3.9	3.9	4.0	3.9
9) CAMEL		REYNOLDS	1.7	1.9	2.4	2.8	3.4
10) DUNHILL		LAURENS	1.7	1.9	2.0	2.1	2.1
11) HB		B.A.T.	1.9	1.6	1.6	1.4	1.4
12) P. STUYVESANT		LAURENS	1.1	1.1	1.1	1.1	1.1

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(SWITZERLAND)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER	94.2%	94.5%	94.8%	95.2%	95.5%
NON-FILTER	5.8%	5.5%	5.2%	4.8%	4.5%
TAR & NICOTINE SEGMENTATION%					
LOW (0-5MG)	4.8%	7.5%	9.0%	10.9%	12.9%
MEDIUM (6-9MG)	18.5%	17.8%	18.0%	18.2%	18.2%
HIGH/FULL FLAVOR (10MG AND OVER)	76.7%	74.7%	73.0%	70.9%	68.9%
TOBACCO TYPE SEGMENTATION %					
BLOND: BLENDED	37.5	38.6	40.7	41.6	44.1
MARYLAND	50.8	50.3	49.1	49.0	47.3
BLACK	11.7	11.1	10.2	9.4	8.6